DOCUMENT RESUME

ED 357 538 EC 302 080

AUTHOR	Broughton, Belinda, Ed.
TITLE	Asking for Help Is a Sign of Strength: A Public Awareness Guidebook for Crisis Nurseries and Respite Care Programs.
INSTITUTION	ARCH National Resource Center for Crisis Nurseries and Respite Care Services, Chapel Hill, NC.
SPONS AGENCY	Children's Bureau (DHHS/OHS), Washington, DC.; North Carolina State Div. of Mental Health, Raleigh. Mental Retardation and Substance Abuse Services.
PUB DATE	[93]
CONTRACT	90-CN-0121
NOTE	26p.
PUB TYPE	Guides - Non-Classroom Use (055)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Advertising; *Crisis Intervention; *Disabilities; Family Programs; Infants; *Institutional Advancement; *Publicity; *Public Relations; *Respite Care; Toddlers; Young Children
IDENTIFIERS	*Crisis Child Care

ABSTRACT

This public awareness package is designed to help crisis nursery and respite care programs for families with special needs children to increase the visibility of the programs' services, increase use of their services by families, enhance collaboration with other agencies, and assist with fund-raising efforts. It describes the advantages and uses of a variety of public awareness strategies, including personal and telephone contacts with key people in the community who are associated with the media or who work at organizations that may want to collaborate, radio and television coverage, newspapers, letters, brochures, posters and billboards, and slide shows and videos. A sample form for obtaining permission to take photographs or recordings of program participants is provided. Samples are also provided of a script for a telephone contact, a follow-up letter, a letter soliciting help, a press release, and scripts for public service announcements. (JDD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

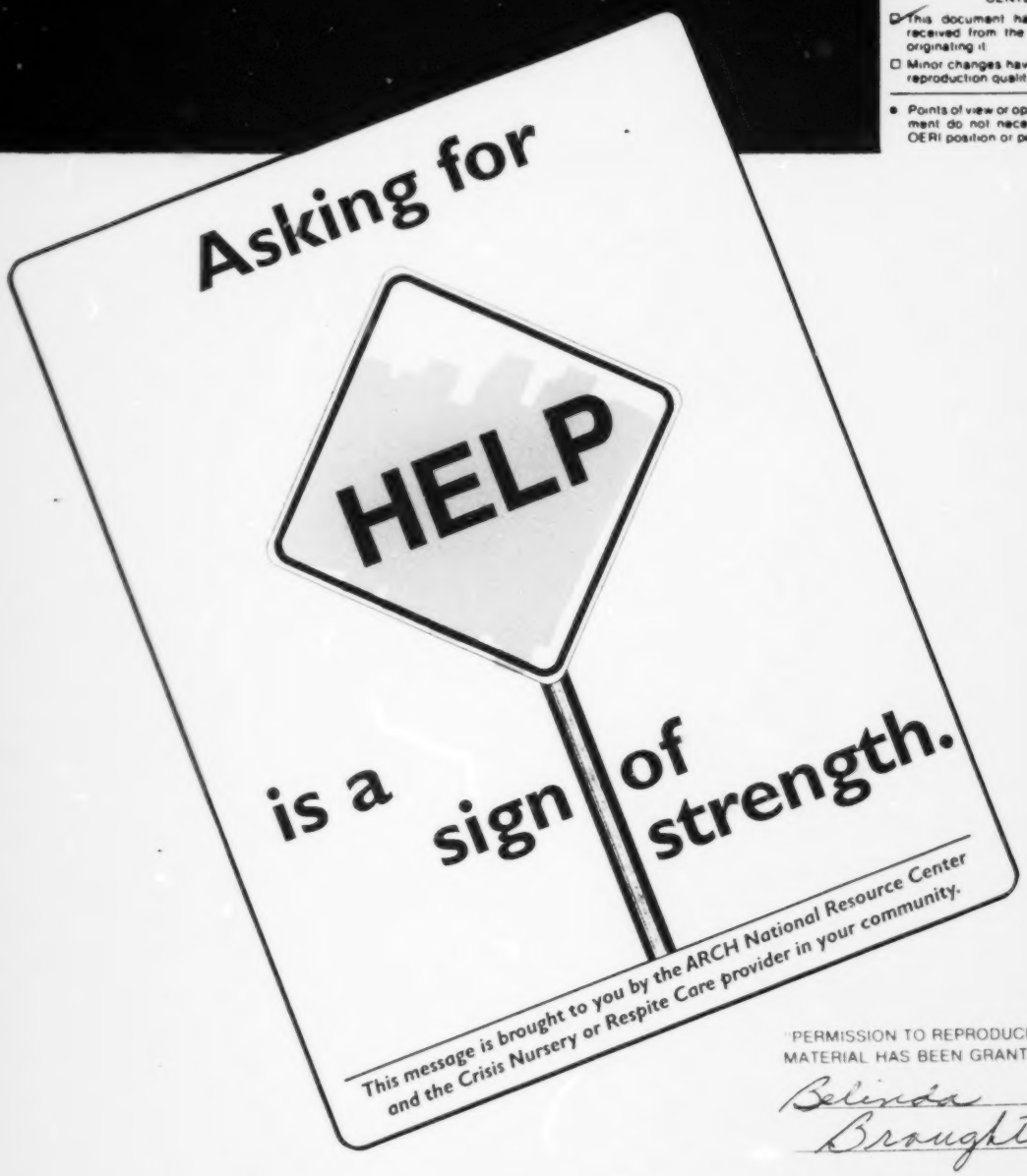
U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy

ED357538


Asking for
HELP
is a sign of strength.
This message is brought to you by the ARCH National Resource Center and the Crisis Nursery or Respite Care provider in your community.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Belinda Broughton

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

A Public Awareness Guidebook *for* Crisis Nurseries and Respite Care Programs

Published by the
ARCH National Resource Center

EC 302080

BEST COPY AVAILABLE

Acknowledgements

Many thanks to Jennifer Cernoch, Ory Cuellar, Kris Huntington, Mike Mathers, Sue McKinney, Susan Robinson, and Nancy Smith who reviewed and contributed to the development of this guidebook.

A special thanks to Tom Cabarga who developed the layout and design.

Belinda J Broughton

Editor

This guide book was developed by the ARCH National Resource Center for Crisis Nurseries and Respite Care Services funded by the U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families. Children's Bureau—Cooperative Agreement No. 90-CN-0121 under contract with the North Carolina Department of Human Resources, Mental Health/Developmental Disabilities/Substance Abuse Services, Child and Family Services Branch of Mental Health Services, Raleigh, North Carolina. The contents of this publication do not necessarily reflect the views or policies of the funders, nor does mention of trade names, commercial products or organizations imply endorsement by the U.S. Department of Health and Human Services.

This information is in the public domain. Readers are encouraged to copy and share it, but please credit the ARCH National Resource Center.

BEST COPY AVAILABLE

Asking For Help Is A Sign Of Strength

A Public Awareness Guidebook
for
Crisis Nurseries and Respite Care Programs

Introduction

The purpose of this public awareness package is to provide additional tools to crisis nursery and respite care programs which will help increase visibility of the programs' services, increase use of their services by families, enhance collaboration with other agencies and assist with fundraising efforts.

Media strategies can be an effective method to promote community awareness and facilitate your outreach efforts. In choosing appropriate media for a public relations campaign, consider the availability of staff time, the costs involved, and the characteristics of your target audience (the people you want to "reach" through your advertising efforts).

There are many public awareness strategies. You might distribute flyers to parents, for example. You might mail letters and brochures to targeted community agencies and follow up by arranging a meeting at which you make a presentation, show slides of children and personnel in your program, and answer questions. You may want to develop a speaker's bureau of volunteers and parents to assist with presentations and other public awareness events. Billboards, newspaper articles, radio or television spots, and bumper stickers are all good ways of reaching the community at large.

Ask staff members and parents to review the materials before they are produced and distributed. This feedback can help you improve the final product.

Introduction

Make sure to obtain permission from a parent or legal guardian *before* photographing children for public awareness activities. A confidential release should be placed on file which conforms to the program's public awareness policy.

When developing slogans, remember written permission must be obtained to use a slogan developed by a national company (e.g., *"How do you spell relief?"* or *"You deserve a break today."*)

The following information describes some of the advantages and uses of a variety of public awareness strategies. Select those which are most suited to the needs and goals of your program. Often, local commercial media (TV, radio, newspapers) will offer free public service advertising to community organizations. Contact media and other organizations in your community such as mass transit companies or billboard organizations. Tell them what you are doing and ask for their help. **Remember, you are the crisis nursery or respite care representative in your community.** As you establish relationships with the local media staff and other organizations, you will determine their understanding of the importance of crisis nursery and respite care services for families in your community.

Strategies for Increasing Public Awareness

The following strategies for increasing public awareness may be applied to the media and other community organizations.

Personal Contacts

Establish personal relationships with key people in your community who are associated with the media and who work at organizations who may want to collaborate with your program. Personal contacts will often yield the highest return. Parents from your programs can be very effective in helping the media and other organizations understand the importance and need for crisis nursery and/or respite care services. One personal success story goes a long way.

Make sure to give your media or community organization:

- Contact information for your program's spokesperson;
- A description of your program;
- A list of key staff members and family advocates in your program;
- A description of special program activities with dates;
- A wish list of program needs;
- Position statements developed by your board;
- A list of funding/budget needs; and,
- A list of community agencies with whom you collaborate.

When contacting media or community organizations:

- Establish a dependable contact person;
- Identify key staff for particular divisions (e.g., news, advertising, editorial, photographs);
- Determine best times to call;
- Determine the policy for submission of photographs;
- Ask for coverage by a reporter who is assigned to education, human services, health services, or federal programs when you want a newspaper article written; and
- Find out the publication schedule/deadlines for local items.

Phone Contacts

Phone contacts can provide the opportunity to establish a contact person, introduce yourself, briefly explain your program and your reason for calling. The contact sets the stage for working collaboratively with other people and other agencies. It is most advantageous to follow up the phone contact with any or all of the following:

- Mailing a confirmation letter or other printed material;
- A meeting between yourself and the contact person;
- A visit and/or scheduled observation of your program by the contact person; and,
- A meeting with various representatives from potential collaborative agencies.

Radio and TV

Radio and television coverage can reach a large portion of your community. Do not hesitate to utilize these resources. Most radio and TV stations are eager to work with community organizations. It brings them additional visibility as an interested community organization as well as assists you in "getting the word out." Remember...

- A brief radio or TV announcement can attract families with unserved children;
- Stations are often eager to make time available for public service announcements;
- Announcements may be taped or read by station personnel;
- TV and radio stations may send a crew to produce a 20 minute video-tape for your program even though they may only air a few minutes; and,
- Request feature coverage by radio or TV stations during special program events.

Guidelines

Guidelines for submitting announcements to radio or TV stations are listed below.

- Double-spaced and typed;
- White 8 1/2 x 11 inch paper;
- Wide margin on top of page (3-4 inches);
- 1-inch side margins;
- Indent each paragraph;

Radio & TV Guidelines (continued)

- Print on one side only - never on back;
- Include contact information first (contact person, program name, address, business phone, home phone, FAX number);
- Include date;
- One page only;
- Use short sentences and paragraphs;
- Address the person(s), place, date, and reason for article;
- Omit extra words such as unnecessary adjectives and adverbs;
- Always use *"people first"* language;
- No abbreviations or acronyms;
- Use hyphens to tell readers to spell out a word: (e.g., S-T-R-E-N-G-T-H);
- Slides should be high quality color and horizontally printed;
- Use two slides per 10 seconds;
- Type on slides should be brief;
- Clearly relate announcement content to slide in sequence; and,
- Photos should be in color and have a matte finish.

Newspapers

- Good avenue for general publicity;
- Free public service advertising is often available;
- Human interest stories about children and families who have benefitted from crisis nursery or respite care services and stories about the program can be a powerful tool;
- Make initial contact by sending a news release; be sure to follow up with personal contact by phone (this can make the difference between being published or not); and,
- Letters to the editor can be a way to make a statement about the importance of crisis nursery or respite care services.

Print Guidelines

Guidelines for submitting news articles/releases are listed below.

- Double-spaced and typed;
- White 8 1/2 x 11 inch paper;
- Wide margin on top of page (3-4 inches);
- 1-inch side margins;
- Indent each paragraph;
- Print on one side only - never on back;
- Include contact information first (contact person, program name, address, business phone, home phone, FAX number);
- Include date;
- Label and number additional pages;
- Note end of article (e.g., "* * * * * *");
- Contact editor (who usually determines headline) to make sure the *"true"* meaning of the article is reflected in the headline;
- Always use *"people first"* language;
- Use short sentences and paragraphs;
- Address the person(s), place, date, and reason for article;
- Omit extra words such as unnecessary adjectives and adverbs;
- Articles/releases should usually be two pages or less;
- Include program contact information;
- Avoid abbreviations and acronyms;
- Spell out all names and titles;
- Submit glossy black and white photos (5 x 7 or 8 x 10 inch); and
- Submit photo caption, double-spaced on 8 1/2 x 11 inch white paper.

Letters

- Can be used to make initial contact and introduce your program to community agencies; and
- Can be used as a follow-up tool to show appreciation for their support and to define your agreement.

Brochures, Flyers, Circulars, Bumper Stickers, Door Knob Hangers, Buttons

- Can describe the important benefits of your program's services;
- Can be inserted in mailings to community agencies;
- Can be mailed or distributed to parents;
- Can be distributed at presentations;
- Can be posted at bus stops, grocery stores, hospitals, community centers, schools, clinics and public service agencies;
- Can enhance door-to-door campaigns;
- Can be inserted in grocery store bags for free (permission must be obtained and copies of the publication must be submitted ahead of time); and,
- Bumper stickers and buttons can be used as incentives for providers, workers, and volunteers.

Posters & Billboards

- Can be posted in windows of supportive retailers;
- Are particularly effective where large numbers of people congregate (waiting rooms at local community services agencies, clinics, day care centers, hospitals, doctors' offices, laundromats, etc.);
- Will require staff or volunteer time to post them (posters);
- May require permits;
- Can reach out to specific neighborhoods or targeted sites; and,
- Can be attractive and eye-catching.

Slide Shows & Videos

- Useful in making presentations for community agencies, religious groups, civic organizations, and other community groups; and,
- Can actually show what your program has to offer through pictures of children in the program.

Sample
Permission Form

Permission Form

To Whom It May Concern:

With this letter I hereby grant permission to [*name of program*] and its agent, [*name of media organization*], to take photographs, slides, or video-audio recordings of my child [*name of child*]. I understand and give permission for these photographs, slides, or video-audio recordings to be used in public awareness materials for [*name of program*]. I understand this may include brochures, newspaper articles, newsletters, slide/tape presentations, public service announcements on the radio or television, and posters.

Parent/Legal Guardian Signature _____ Date _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

Public Awareness Campaign Checklist

Public Awareness Team

- ❑ Program Director _____
- ❑ Family Services Coordinator _____
- ❑ Providers _____
- ❑ Parents _____

_____

_____

- ❑ Volunteers _____

_____

_____

- ❑ Community Members (other agencies, civic clubs, media, local school systems, etc.)

_____

Public Awareness Campaign Strategies

- ❑ Personal Contacts
- ❑ Phone Campaign
- ❑ Letters
- ❑ Flyers
- ❑ Posters
- ❑ Brochures
- ❑ Newspapers
- ❑ Radio
- ❑ Television
- ❑ Media Presentations (slide-tape, videos, etc.)
- ❑ Interagency Presentations
- ❑ Door-to-Door Campaign
- ❑ Door Knob Hangers
- ❑ Buttons
- ❑ Billboards
- ❑ Program Visits
- ❑ Bumper Stickers

Public Awareness Campaign Goals

Goal	Responsible Person(s)	Target Date

Respite Care

The following examples promote respite care services for families who have children with disabilities. If your program serves another specific population (children with chronic illnesses, children with HIV-related conditions, etc.), please substitute this terminology as needed. Please modify other content in these examples to fit your local program needs.

Sample Phone Contact

"Hello Mrs. Jones, this is Susan Doe, the Coordinator from the XYZ Respite Care program. I have been referred to you by Peter Green, and I understand that you're the person who coordinates the services for children with disabilities and their families. I'm calling to let you know that our program serves families who have children with disabilities. We're currently working with other community agencies to locate children with disabilities who might benefit from our program. I'd like to arrange a time that we can get together and share information about our programs and talk about how we can coordinate our services...."

- "Are you familiar with respite care services?
- Did you know that our program....?
- In the past we have served....
- Perhaps you and some of your staff might like to observe...."

Sample Follow-up Letter

[*Date*]

[*Address*]

Dear Friend:

Enclosed is the material we discussed in our telephone conversation on [*date*]. I hope that this information will further clarify our program for families who have children with disabilities. I appreciate your willingness to help us locate children and families who may benefit from our program. I know that your agency has much to offer in uncovering existing needs in the community. Through interagency collaboration our community can be made aware of the wide range of existing services.

Please post and distribute this material as you see fit. If you have need of additional circulars, or require the clarification of any point, do not hesitate to call me [*phone number*]. Any further suggestions you may have for enhancing our efforts to reach children and families who need respite care services will be greatly appreciated.

Sincerely,

John Smith

Director

Enclosures

Direct Mail
Sample Letter

[*Date*]

[*Address*]

Dear Friend:

As a result of the *Temporary Child Care for Children with Disabilities and Crisis Nurseries Act of 1986 (as amended)* legislation, families of children with disabilities are now receiving respite care (short term relief for caregivers) services across the country.

I would like to ask your help in informing the community of the availability of our respite services. It is our hope that we can reach all families and children who are not being served by existing programs. For those children already involved with specialized programs and agencies, we would like to offer collaborative services.

Because we are committed to the use of existing resources and want to avoid the duplication of services, I am eager to enlist your help in determining how our program may be used in furthering the development of a broad range of services to children and their families.

I am enclosing additional information about our program and would appreciate your sharing this with your staff and anyone who might be interested in our services. We have additional material and information available, and I would welcome the opportunity to talk with you and/or your staff. I can be reached at [*telephone number*].

Thank you for your help. I hope we will have the opportunity to talk in the near future.

Sincerely,

Jane Doe

Jane Doe
Director
Enclosures

Sample Press Release

[*Contact Person*]

[*Name*] Respite Care Program

[*Address*]

[*Business Phone*]

[*Home Phone*]

[*Date*]

Say hello to relief!

The [*Name of Program*] is now offering respite care (short term relief for caregivers) services to families who have children with disabilities.

Our program provides respite care for children ages [*age range*] years old who have [*list specific disabilities or types of health conditions*]. Respite care services can be obtained 24 hours a day, seven days a week. Services are provided to all eligible families regardless of income. Costs for respite care services are determined according to family income or a sliding fee scale.

The [*name of program*] has served families since [*date*]. To date, over [*number*] children with disabilities have participated in our program.

"We love our daughter, but the constant care required around the clock is exhausting.

"Every night I have to get up twice to turn Karyn since her cerebral palsy severely limits her ability to move. Respite care provides a chance for me to sleep one night a week without getting up. Karyn likes it too. She and her respite care provider do special activities together like playing computer games or going to the movies," says parent, Mrs. Smith.

Respite care can make a difference for your family. Call [*telephone number*] for more information.

Sample Press Release

[*Contact Person*]

[*Name*] Respite Care Program

[*Address*]

[*Business Phone*]

[*Home Phone*]

[*Date*]

The [*name of program*] provides respite care (short term relief for caregivers) for families who have children with disabilities.

Respite care provides families with "relief time" from the ongoing demands of caring for a child with disabilities. During respite care, parents may want to schedule needed appointments, participate in special activities with their other children, or simply rest.

Children in our respite program are cared for by specially trained respite care providers who offer appropriate care and activities 24 hours a day.

The [*name of program*] works closely with other agencies in the community to provide families with access to other needed services.

For more information, call [*telephone number*] or come by [*name of program and address*].

Sample Public Service Announcements

Visual-Slides (30 Seconds)	Audio
1. Family and child	*"For families who have children with disabilities, routine activities may require intense time and patience. [Name of program] provides respite care to give parents 'relief time' and to provide quality care for children with disabilities. 'Asking for help is a sign of strength.' If you, or someone you know, needs respite care, call [telephone number]."*
2.	
3.	
4. Respite provider and child	
5.	
6. Children playing	
7.	
8. Asking for HELP sign.	
9.	
10. Name with telephone number	

Visual-Slides or Video (60 Seconds)	Audio
(Slides and/or video to illustrate the accompanying audio may be locally generated. A local TV station is the best source for locally generated video at no cost. A local news broadcaster from the same TV station may be available to read the audio portion.)	Background: *Family activity* Parent: *"Like other families we love to go out to eat or to a movie. For our family routine activities are especially challenging because our ten year old, Chrisy, has a disability. Chrisy requires constant attention. Last year, for the first time, Jim and I were able to sleep a whole night without one of us getting up. This was when we first learned about the [name of program] respite care program. Respite care gives parents time for personal appointments, time with other children, or time to simply relax. Chrisy and the other kids love to be with the respite care provider. They go to the park, go swimming, and just enjoy being together.* *'Asking for help is a sign of strength!' Call [name of program] at [number] today."*

Crisis Nurseries

The following examples promote crisis nursery services for families experiencing extreme stress which could result in child abuse or neglect. Please modify content in these examples to fit your local program needs.

Sample Phone Contact

"Hello Mrs. Jones, this is Susan Doe, the Coordinator from the XYZ Crisis Nursery program. I have been referred to you by Peter Green, and I understand that you are the person who coordinates the services for children at risk of abuse and neglect and for their families. I'm calling to let you know that our program also serves families who have children at risk of abuse and neglect who may need temporary child care and other support services. We're currently working with other community agencies to locate children who might benefit from our program. I'd like to arrange a time that we can get together and share information about our programs and talk about how we can coordinate our services...."

- "Are you familiar with crisis nursery services?
- Did you know that our program....?
- In the past we have served....
- Perhaps you and some of your staff might like to observe...."

Sample Follow-up Letter

[*Date*]

[*Address*]

Dear Friend:

Enclosed is the material we discussed in our telephone conversation on [*date*]. I hope that it will further clarify our crisis nursery program for families who have children at risk of abuse or neglect. I greatly appreciate your willingness to help us locate children and families who may benefit from our program, and I know that your agency has much to offer in uncovering existing needs in the community. Only with collaboration between agencies can the community be made aware of the total range of existing services.

Please post and distribute this material as you see fit. If you have need of additional circulars, or require the clarification of any point, do not hesitate to call me (000-0000). Any further suggestions you might have for enhancing our efforts to reach children and families who need crisis nursery services will be greatly appreciated.

Sincerely,

John Smith

John Smith

Director

Enclosures

Direct Mail
Sample Letter

[*Date*]

[*Address*]

Dear Friend:

As a result of the *Temporary Child Care for Children with Disabilities and Crisis Nurseries Act of 1986 (as amended)* legislation, children at risk of abuse or neglect are now receiving temporary child care services in programs across the country.

I would like to ask your help in informing the community of the availability of our crisis nursery services. It is our hope that we can reach all families who have children at risk of abuse or neglect who are not being served by existing programs. For those children already involved with specialized programs and agencies, we would like to offer collaborative services. For example, we can provide the opportunity for the child to receive care part time so he or she might have the benefit of a developmental environment with children of the same age.

Because we are committed to the use of existing resources and want to avoid the duplication of services, I am most eager to enlist your help in determining how our program may be used in furthering the development of a broad range of services to children and their families.

I am enclosing additional information about our program and would appreciate your sharing this with your staff and with anyone who might be interested in our services. We have additional material and information available, and I would welcome the opportunity to talk with you and/or your staff. I can be reached at 000-0000.

Thank you so much for your help, and I hope we will have the opportunity to talk in the near future.

Sincerely,

Jane Doe

Jane Doe
Director
Enclosures

Sample Press Release

[*Contact Name*]

[Name] Crisis Nursery Program

[*Address*]

[*Business Phone*]

[*Home Phone*]

[*Date*]

The [*name of program*] provides temporary child care and access to related services for families who have children and who are experiencing extreme stress or a crisis situation.

Crisis nursery care provides families with 'relief time' from the ongoing demands of being a parent or being involved in a crisis situation. It provides time for parents to schedule appointments, to engage in special activities with siblings, or just to rest.

Children in our crisis nursery program are cared for by specially trained crisis nursery providers who offer developmentally appropriate child care 24 hours a day. This service is available to families **free** of charge up to 30 days per year.

The [*name of program*] works closely with other agencies in the community to provide families with access to other needed services.

For more information, call [*telephone number*] or come by [*name of program and address*].

Sample Press Release

[*Contact Name*]

[Name] Crisis Nursery Program

[*Address*]

[*Business Phone*]

[*Home Phone*]

[*Date*]

Say hello to relief!

The [*Name of Program*] is now offering temporary child care services to families who have children who are at risk of abuse and neglect.

Our program provides care for children ages [*age range*] years old. We are open 24 hours a day, seven days a week. Services are provided to all eligible families regardless of income and free of charge.

The [*name of program*] has served families since [*date*]. To date, over [*number*] children and families have participated in our program.

Crisis nursery care can make a difference for your family. Call [*telephone number*] for more information.

Visual-Slides (30 Seconds)	Audio
1. Family and child	*"For families who are experiencing extreme stress, routine activities may seem overwhelming.*
2.	
3.	
4. Crisis nursery provider & child	*[Name of program] provides temporary child care to give*
5.	*parents 'relief time' and to provide quality care for children.*
6. Children playing	*'Asking for help is a sign of strength.'*
7.	*If you or someone you know needs crisis nursery care, call [telephone number]."*
8. Asking for HELP Sign	
9.	
10. Name with telephone number	
11.	

Visual-Slides or Video (60 Seconds)	Audio
1.	*"Sometimes parents feel overwhelmed. Caring for children is a demanding responsibility. Routine activities may seem exhausting and time-consuming. Or an unexpected crisis may occur, such as hospitalization of a loved one, which creates extra stress on families. Say hello to relief! The* [name of program] *crisis nursery can assist you during times of intense stress.* [name of program] *offers temporary child care by a trained provider. Our services are free and available 24 hours a day. Don't wait to get help. Call the* [name of program] *crisis nursery program today at* [number]. *Remember - 'Asking for help is a sign of strength.'"*
2	
3. (Slides and/or	
4. video to illustrate	
5. the accompanying	
6. audio may be	
7. locally generated.	
8. A local TV station	
9. is the best source	
10. for locally gener-	
11. ated video at no	
12. cost. A local news	
13. broadcaster from	
14. the same TV	
15. station may be	
16. available to read	
17. the audio por-	
18. tion.)	
19.	
20.	
21.	
22.	
23.	